

CULTURAL  
DIVERSITY

FREEDOM  
OF  
MOVEMENT

VIA MIND, BODY,  
VOICE

## **-WHAT AM I?**

**I am a traffic light with human voice element designed to help people understand better how traffic works, why they are waiting and why should they wait.**



## **-FOR WHAT PURPOSE AM I DESIGNED FOR?**

**In our lives we encounter with traffic light on a daily basis and we spend a lot of time waiting. We obey to a system that is designed that should keep us safe. However, we don't usually understand why we are waiting or why should we hurry up. This traffic light helps people to understand how traffic works and also to decrease the rate of accidents.**



## **-IN WHAT PLACE?**

**Usually in all places that are heavily used by people, cars, public transport etc.. We think it would work the best in more crowded places with different types of moving objects and vehicles.**



## **-ACTIVATION**

**It's a sensor based object that reacts on different shapes and movements. When the sensor detects the object or bodies on the street the voice reaction will start. We use different voices for different types of lights. In that way the differences between lights can be easily recognized by hearing-impaired people.**

# Traffic Voices



It's always about time. Everything around  
us is about time. When the light above me  
turns green it means that traffic must  
proceed in the direction denoted, if it is  
safe to do so, for me it means that I'm  
allowed to move wherever I want I'm a free  
human being, but when it turns red it  
Prohibits any traffic from proceeding. I'm  
forced to let the red light choose my faith,  
I'm not in control anymore.



I'm in such a hurry I must be on time, time, time, time time,  
time, time, time, time.



At least I know that the traffic lights are designed to  
make it a more safe space for everyone but on the other  
hand I'm wasting my time waiting for a pole with lights  
to tell me to move on or stop. In my own thoughts  
waiting for a sign to go on with my life.

time, time, time, time,time, time , time , time



When it's red it's like time stands still and you can just relax and think of nothing for the seconds it's red, but when it's green again I have to continue in this busy life I choose. But what happens when I pass the street even though the lights warn me to stand still?

Why do they prevent me from living my life, I want to  
cross the street so bad. I'm just going to run across  
real fast and I'll be on time time ti.....





# PROCESS

- **Started with The Gesture**
- With this video we focused on different ways of giving up your seat to an elderly person.
- **Object embodiment**
- We came up with the idea of embodying the traffic light



# CONCLUSION

A photograph of a damaged traffic light assembly lying on its side on a wet, paved surface. The traffic light has three lenses: green, yellow, and red. The green lens is visible and appears to be shattered or broken. The yellow and red lenses are also visible. The surrounding area is wet and covered with debris, including small pieces of plastic and metal. The background shows a blurred view of a road and some distant structures.

**The Traffic lights are designed to protect us by stopping us from moving . But on the other hand It prohibits us from being free human beings and to go wherever we want to go.**